WHAT IS CLAIMED IS:

1.   A method of conducting a virtual product presentation, the method comprising:

establishing voice communications between a sales representative at a first computer and a customer at a remote second computer coupled to the first computer;

generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers; and

controlling navigation of the three-dimensional product presentation space at the second computer from the first computer.

2.   A method according to Claim 1, wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises controlling navigation of the three-dimensional product presentation space responsive to the voice communications between the sales representative and the customer.

3.   A method according to Claim 1:

wherein generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers comprises generating a representation of a product presentation room; and

wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises controlling navigation in the product presentation room at the second computer from the first computer.

4.   A method according to Claim 3, wherein generating a representation of a product presentation room comprises generating a representation of a product within the product presentation room.

5.   A method according to Claim 1, wherein generating respective first and second displays of a three-dimensional product presentation space is preceded by authorizing access to the three-dimensional product presentation space from the second computer, and wherein generating respective first and second displays of the

three-dimensional product presentation space comprises generating the second display at the second computer responsive to authorization of access to the three-dimensional product presentation space from the second computer.

5   6.   A method according to Claim 5, wherein authorizing access to the three-dimensional product presentation space from the second computer comprises:
transmitting a credential from the second computer;
verifying the transmitted credential; and
authorizing access to the three-dimensional product presentation space from
10   the second computer responsive to verification of the transmitted credential.

      7.   A method according to Claim 6, wherein transmitting a credential from the second computer comprises transmitting the credential from the second computer responsive to user entry of credential information at the second computer.
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      8.   A method according to Claim 1, wherein establishing voice communications comprises establishing voice communications via a telephone network.

20   9.   A method according to Claim 1:
wherein establishing voice communications comprises establishing voice communications via a computer network; and
wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises controlling
25   navigation of the three-dimensional product presentation space at the second computer from the first computer via the computer network.

      10.   A method according to Claim 1:
wherein generating respective first and second displays of a three-dimensional
30   product presentation space at respective ones of the first and second computers comprises generating a user interface at the first computer for controlling display of the of the three-dimensional product presentation space at the second computer; and
wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises accepting input to the

user interface at the first computer to control display of the three-dimensional product presentation space at the second computer.

11.   A method according to Claim 1, wherein generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers comprises generating a representation of a product, and wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises controlling display of the three-dimensional product presentation space at the second computer to navigate to the representation of the product.

12.   A method according to Claim 11, further comprising displaying a specification associated with the product and/or a schematic representation associated with the product and/or a graphic representation of the product and/or a simulated performance of the product responsive to a user input at the first computer.

13.   A method according to Claim 1, wherein generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers comprises generating a graphic representation associated with a technology feature, and wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises controlling display of the three-dimensional product presentation space at the second computer to navigate to the graphic representation of the technology feature.

14.   A method according to Claim 13, further comprising activating a pre-recorded presentation associated with the technology feature responsive to a user input at the first computer.

15.   A method according to Claim 14, wherein activating a pre-recorded presentation associated with the technology feature responsive to a user input at the first computer comprises activating the pre-recorded presentation responsive to user selection of the graphic representation associated with the technology feature.

16. A method according to Claim 1, wherein controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises navigating the three-dimensional product presentation space to arrive at an interactive workspace.

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17. A method according to Claim 16, further comprising accepting user inputs from both of the first and second computers to the interactive workspace.

18. A method according to Claim 16, wherein the interactive workspace comprises a white board representation.

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19. A method according to Claim 1, further comprising storing information associated with navigation in the three-dimensional product presentation space.

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20. A method of conducting a virtual product presentation, the method comprising:

conducting voice communications between a manufacturer's sales representative at a sales office and a customer at a customer site;

generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers at respective ones of the sales office and the customer site; and

accepting user input at the first computer to control navigation of the three-dimensional product presentation space at the second computer responsive to the voice communications between the manufacturer's sales representative and the customer.

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21. A method according to Claim 20, wherein generating respective first and second displays of a three-dimensional product presentation space is preceded by applying an access credential supplied by an independent sales representative located at the customer site to enable display of the three-dimensional product presentation space at the second computer.

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22. A method according to Claim 20, wherein the three-dimensional product presentation space comprises a product presentation room.

23.   A system for conducting a virtual product presentation, the system comprising:

means for establishing voice communications between a sales representative at a first computer and a customer at a remote second computer networked to the first computer;

means for generating respective first and second displays of a three-dimensional product presentation space at respective ones of the first and second computers; and

means for controlling navigation of the three-dimensional product presentation space at the second computer from the first computer.

24.   A system according to Claim 23, wherein the means for controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises means for controlling navigation of the three-dimensional product presentation space responsive to the voice communications between the sales representative and the customer.

25.   A system according to Claim 23, further comprising means for authorizing access to the three-dimensional product presentation space from the second computer, and wherein the means for generating respective first and second displays of the three-dimensional product presentation space comprises means for generating the second display at the second computer responsive to authorization of access to the three-dimensional product presentation space from the second computer.

26.   A system according to Claim 25, wherein the means for authorizing access to the three-dimensional product presentation space from the second computer comprises:

means for transmitting a credential from the second computer;

means for verifying the transmitted credential; and

means for authorizing access to the three-dimensional product presentation space from the second computer responsive to verification of the transmitted credential.

27. A system according to Claim 26, wherein the means for transmitting a credential from the second computer comprises means for transmitting the credential from the second computer responsive to user entry of credential information at the second computer.

28. A system according to Claim 23, wherein the means for establishing voice communications comprises a telephone network.

29. A system according to Claim 23, wherein the means for establishing voice communications comprises and the means for controlling navigation of the three-dimensional product presentation space at the second computer from the first computer comprises a computer network.

30. A system according to Claim 23, wherein the three-dimensional product presentation space comprises a product presentation room.

31. A system according to Claim 23, further comprising means for displaying a specification associated with a product and/or a schematic representation associated with a product and/or a graphic representation of a product and/or a simulated performance of a product responsive to a user input at the first computer.

32. A system according to Claim 23, wherein the means for navigating comprises means for activating a pre-recorded presentation associated with an object in the product presentation space responsive to a user input at the first computer.

33. A system according to Claim 23, wherein the means for navigating comprises means for navigating the three-dimensional product presentation space to arrive at an interactive workspace.

34. A system according to Claim 33, further comprising means for accepting user inputs from both of the first and second computers to the interactive workspace.

35.   A system according to Claim 33, wherein the interactive workspace comprises a white board representation.

36.   A system according to Claim 23, further comprising means for storing information associated with navigation in the three-dimensional product presentation space.

37.   A computer program product for conducting a virtual product presentation, computer program product comprising program code embodied in a computer-readable storage medium, the computer program code comprising:

program code for controlling navigation of the three-dimensional product presentation space at the second computer from the first computer concurrent with voice communications between the sales representative and the customer.

38.   A computer program product according to Claim 37, wherein the computer program code further comprises program code for authorizing access to the three-dimensional product presentation space from the second computer, and program code for generating a display of the three-dimensional product presentation space at the second computer responsive to authorization of access to the three-dimensional product presentation space from the second computer.

39.   A computer program product according to Claim 38, wherein the program code for authorizing access to the three-dimensional product presentation space from the second computer comprises:

program code for verifying a credential transmitted from the second computer; and

program code for authorizing access to the three-dimensional product presentation space from the second computer responsive to verification of the transmitted credential.

40.   A program product according to Claim 37, wherein the three-dimensional product presentation space comprises a virtual product presentation room.

41. A program product according to Claim 37, wherein the computer program code further comprises program code for storing information associated with navigation in the three-dimensional product presentation space.